

Sponsorship Guide

USSU Societies & Sports Clubs – 2018/19

This is a guide to sponsorship for society and sports groups affiliated under the University of Salford Students' Union (USSU) Constitution. Sponsorship for your group can bring many benefits, like valuable extra income. But be prepared, it can be a long-winded and difficult process! Keep going, and remember that the Student Opportunities staff are here to support you throughout the process.

Be aware that many organisations are very focused on marketing to the student audience and see sports and societies as a great way to reach them, so don't undervalue what you have to offer and don't be afraid to speak to a number of potential sponsors. Once you've found a sponsor, take responsibility for monitoring the agreement and checking all sides are happy. As a USSU representative, you should take a positive, professional and responsible approach which should help ensure an effective working relationship with your sponsor.

General Guidance Regarding Sponsorship

1. Do not undervalue what you offer a potential sponsor – the student market is lucrative and many companies are keen to target students through groups. **If you're in any doubt as to the value of something, please get in touch with the Student Opportunities staff for guidance.**
2. Be realistic – do not negotiate terms which you cannot honour or comply with. This particularly applies to advertising around campus / publicity distribution. You can only 'sell' what you have the right to sell.
3. Remember that access to your member's names and contact details is restricted under the General Data Protection Act. You **must not** promise direct access to your membership lists.
4. Do not sign any form of contract or agreement before you've obtained consent from the Student Opportunities staff.
5. If you have any queries about sponsorship, please contact the Student Opportunities staff for guidance, we are here to help

PLEASE BE AWARE – We do not recognise bars, clubs, club nights (other than AKB) as responsible sponsorship deals